

Position Title: Marketing Specialist**Reports to Active Transportation Marketing Manager****Part time, Permanent**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages Arlington Transportation Partners, BikeArlington, Mobility Lab, WalkArlington, and Capital Bikeshare as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS).

Capital Bikeshare Arlington Job Description

We are seeking a part-time marketing professional to promote Capital Bikeshare as part of an active transportation team for local government and regional bikeshare system. The Marketing Specialist will plan and execute marketing campaigns and outreach opportunities to increase awareness and customer adoption of Capital Bikeshare.

Duties and Responsibilities

- Develop, manage, and execute integrated marketing campaigns to target new riders and membership retention.
- Write and edit content for a variety of audiences and channels, including blogs, monthly newsletters, Twitter, Instagram, and Facebook, and promotional collateral.
- Establish and maintain regular business-to-business and business-to-consumer marketing communication as it relates to the Community Partners Program and outreach events.
- Collaborate with partners, including but not limited to, BikeArlington, WalkArlington, Arlington Transportation Partners, Arlington businesses and community groups to promote passes and memberships at outreach events.
- Schedule, organize, and coordinate logistical support for events, including staff and volunteers.
- Assist with cross-departmental initiatives, like Bike to Work Day, Bike & Walk to School Day, the volunteer program, and social bike rides and walks.
- Track and compile data on completed communications and marketing initiatives. Identify trends and patterns that can be used to enhance the success of current and future initiatives.

Key Skills and Competencies

- Excellent written and verbal communication skills.
- Strong copywriting skills and well versed in social media platforms.
- Strong eye for design, trends, and understanding of general concepts.
- Proficiency in content management platforms (WordPress, HubSpot), email marketing solutions (Mailchimp), and HTML and CSS.
- Excellent project management and organizational skills.
- Ability to prioritize and balance multiple projects simultaneously.
- Ability to ride a bike is a plus.

Behavioral Skills and Competencies

- Results-driven, proactive, and able to work independently and with a team.
- Able to deliver consistent results in a fast-paced environment.

- Flexible and able to embrace change in rapidly evolving work and market environment.
- Able to relate to and work with a wide variety of stakeholders.
- Problem solving attitude.
- Responsive and proactive.

Education and Experience

- A minimum of a 4 year college degree (BA) preferably in marketing, communications, public relations, or a related discipline.
- Three to five years of experience in a related position, preferably in a non-profit, government or business development environment.
- Outstanding verbal and written communication skills with demonstrated excellence in writing and editing marketing and communications materials.
- Experience planning events and coordinating logistics.
- Experience in managing and collaborating with multiple stakeholders both internally and externally.
- Knowledge of bikeshare industry, bicycle advocacy and equity issues is a plus.
- Knowledge and awareness of the Arlington community is a plus.

Please submit a cover letter, resume, and a marketing portfolio or writing samples to suzanne.patel@dsandmg.com and note Capital Bikeshare Arlington in the subject line.